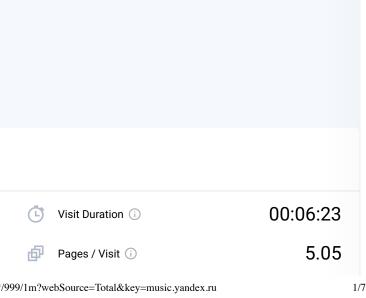


Engagement overview <sup>(1)</sup> 

Monthly visits (i)

Monthly Unique Visitors (i)



77.20M

N/A

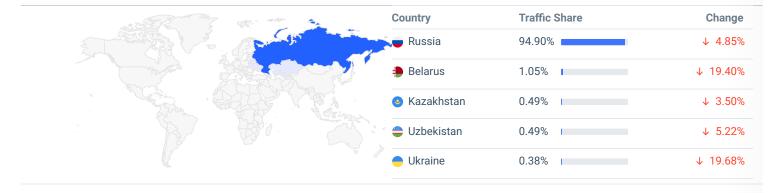
14/10/2024, 15:20 Website Performance

51.80% 29 Deduplicated audience (i) BETA Mounce Rate (i)



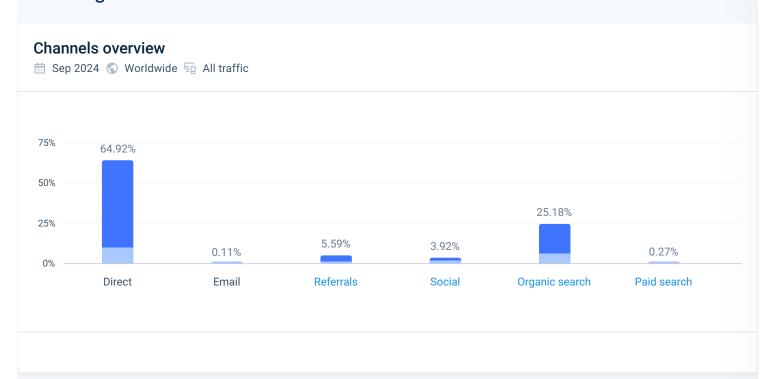
## Geography

### **Top Countries**

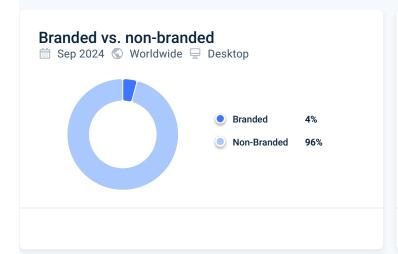


14/10/2024, 15:20 Website Performance

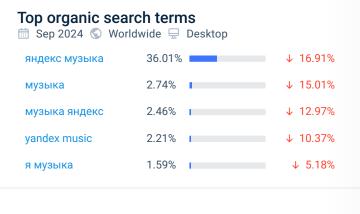
# **Marketing Channels**



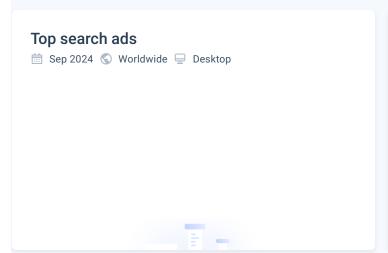
### Organic Search



Organic search makes up 23.47% of website traffic



### Paid Search



Paid search makes up <1% of website traffic

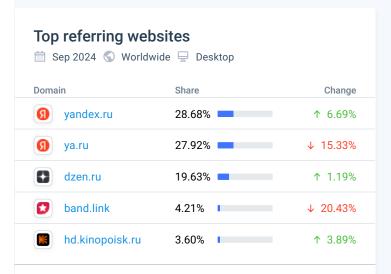
d search terms

Worldwide 
Desktop

Referrals makes up **6.08**% of website traffic

Top paid search terms  iii Sep 2024				
яндекс музыка	34.60%	↓ 14.66%		
музыка яндекс	5.30%	↓ 0.85%		
музыка	4.11%	↓ 22.27%		
yandex music	1.39%			
яндекс музыка с	1.26%	↑ 116.46%		

### Referrals



Top referring industries

Sep 2024 Worldwide Desktop

Website Categories

Search Engines

Community and Society - Other

Music

Video Games Consoles and Accessories

Tv Movies and Streaming

3.72%

TV Movies and Streaming

# **Outgoing Traffic**

# 

# **Outgoing Ads**

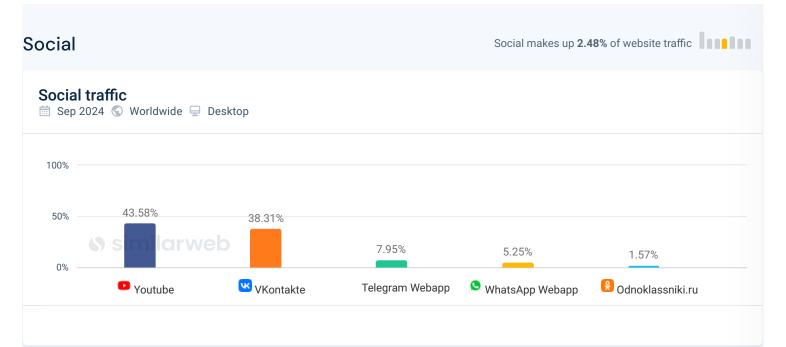
# Top ad destinations iii Sep 2024 © Worldwide □ Desktop

### Website Performance

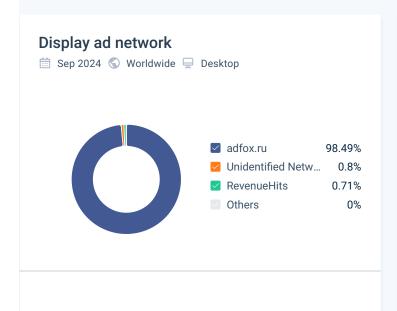
Domain	Share	Change
g yandex.ru	64.36%	↓ 9.82%
<b>9</b> ya.ru	7.93%	↓ 6.69%
vk.com	2.92%	↓ 18.72%
rutube.ru	2.58%	↑ 17.48%
youtube.com	2.40%	↑ 21.59%

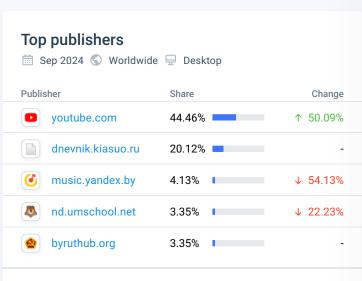
Domain	Share	Change
vk.com	88.32%	-
t2 t2.ru	10.14%	-
g yandex.ru	0.67%	-
miro.com	0.22%	-
1wmll.com	0.17%	_

14/10/2024, 15:20 Website Performance



## Display Advertising





Display ads makes up <1% of website traffic